

*Mrs America  
volunteers*



# CONSUMERS' GUIDE

OCTOBER 15, 1941



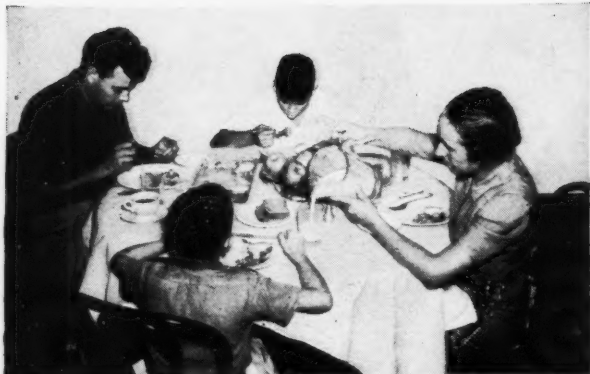
CONSUMERS' GUIDE

**Mrs America knows-**



these qualities are built by the food we eat  
these have a chance when food is right  
these can be ours—

because we can set the best table in the world  
because we have the facts about the food we need



# Here's health for Mrs America

## A LOW-COST ADEQUATE

FAMILY MEMBERS	KINDS AND AMOUNTS OF						
	Milk <sup>1</sup>	Potatoes, sweetpotatoes	Dried beans, peas, and nuts	Vitamin C- rich foods <sup>2</sup>	Leafy, green, yellow vegetables <sup>3</sup>	Other vegetables and fruit <sup>4</sup>	Eggs
	Qt.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	No.
<b>Children:</b> <sup>5</sup>							
9-12 months.....	5½	1 — 0	—	1 — 8	1 — 0	—	5
1-3 years.....	5½	1 — 8	—	1 — 8	1 — 4	1 — 0	5
4-6 years.....	5	2 — 8	0 — 2	1 — 8	1 — 8	1 — 8	5
7-9 years.....	5	3 — 0	0 — 4	1 — 8	1 — 12	1 — 8	5
10-12 years.....	6	3 — 8	0 — 6	1 — 8	2 — 0	2 — 0	4
<b>Girls:</b>							
13-15 years.....	6	4 — 0	0 — 8	1 — 8	2 — 8	2 — 0	5
16-20 years.....	6	3 — 8	0 — 8	1 — 8	2 — 8	2 — 0	5
<b>Women:</b>							
Moderately active.....	4½	4 — 0	0 — 8	1 — 8	2 — 0	2 — 0	4
Very active.....	4½	5 — 0	0 — 12	1 — 8	2 — 4	2 — 0	3
Sedentary.....	4½	4 — 0	0 — 4	1 — 8	2 — 0	2 — 0	4
Pregnant.....	7½	3 — 0	0 — 6	2 — 0	3 — 0	2 — 0	6
Nursing.....	10½	5 — 0	0 — 4	3 — 8	3 — 0	3 — 0	4
<b>Boys:</b>							
13-15 years.....	6½	5 — 8	0 — 8	2 — 0	2 — 8	2 — 8	4
16-20 years.....	6	7 — 0	0 — 12	2 — 0	2 — 8	2 — 8	3
<b>Men:</b>							
Moderately active.....	4½	5 — 0	0 — 12	1 — 8	2 — 4	2 — 0	3
Very active.....	4½	7 — 8	1 — 0	1 — 8	2 — 8	2 — 0	3
Sedentary.....	4½	4 — 0	0 — 8	1 — 8	2 — 0	2 — 0	3
<b>TOTAL</b> .....							

<sup>1</sup> Or its equivalent in cheese, evaporated milk, or dried milk. Five ounces of American (Cheddar) cheese, or one quart skim milk and 1½ ounces of butter, or 4½ ounces of dried whole milk, or 3½ ounces of dried skim milk and 1½ ounces of butter,

or 17 ounces of evaporated milk are about equivalent to one quart of fluid whole milk.

<sup>2</sup> Such as tomatoes, oranges, grapefruit, strawberries, raw cabbage.

<sup>3</sup> Such as cabbage, snap beans, carrots, kale.

<sup>4</sup> Such as apples, peaches, pears, onions, corn, celery.

<sup>5</sup> Count 1½ pounds of bread as one pound of flour. Use chiefly whole-grain or enriched products.

<sup>6</sup> May include butter, margarine, fatty bacon, fat back, cooking or table oils.

To use this list for your family: At the left, beside the description that fits, write the name of every person who eats at your table. If any description fits more than one person, write the name of the extra person on one of the blank lines and fill in the appropriate quantities. Next, take a ruler and draw a line through the quantities of food having no one's name beside them. Now add up the amounts remaining in each column, to get totals.



This is a low-cost food marketing list, prepared by the U. S. Bureau of Home Economics to meet the new official yardstick of sound nutrition. It provides safe, wholesome meals, limited in variety. It does not allow for the full fun and flavor that more varied meals provide. It is better food than many now eat. It is not the best diet America can have.

## MARKETING LIST

### FOOD FOR A WEEK

Lean meat, poultry, fish	Flour, cereals <sup>5</sup>	Fats <sup>6</sup>	Sugars <sup>7</sup>
Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.
0 — 4	<sup>5</sup> 1 — 0	0 — 1	0 — 1
0 — 6	<sup>5</sup> 1 — 0	0 — 4	0 — 3
0 — 12	2 — 0	0 — 6	0 — 8
1 — 8	2 — 8	0 — 12	0 — 10
	3 — 4	0 — 14	0 — 12
1 — 12	3 — 8	1 — 0	1 — 0
1 — 12	<sup>5</sup> 2 — 12	0 — 12	0 — 12
1 — 8	3 — 8	0 — 13	1 — 0
2 — 0	4 — 4	1 — 0	1 — 4
1 — 8	2 — 8	0 — 12	0 — 11
1 — 12	<sup>5</sup> 2 — 12	0 — 12	0 — 12
1 — 8	2 — 12	0 — 15	1 — 0
1 — 12	4 — 8	1 — 2	1 — 0
1 — 12	6 — 0	1 — 5	1 — 4
2 — 0	4 — 4	1 — 0	1 — 4
2 — 8	8 — 4	1 — 6	1 — 12
1 — 8	3 — 8	0 — 13	1 — 0

<sup>7</sup> Include white, brown, or maple sugars, sirups, molasses, jellies, preserves, candies.

<sup>8</sup> Rapidly growing children should have fish liver oils every day.

<sup>9</sup> To meet iron allowances from 30 to 50 percent of the cereal should be whole grain.



# Mrs America



Plans before she buys;  
pennies go farther.



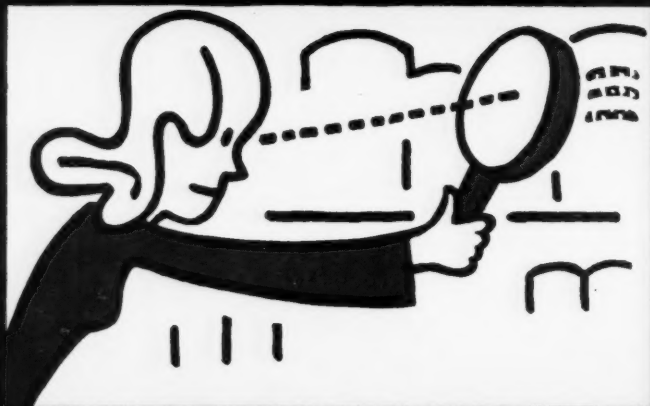
Shops around to learn  
where best buys are.



Compares prices of foods  
with equal food values.



Buys in quantity when  
economies come that way.



Reads labels to know  
what's in food packages.



Compares costs per ounce  
or pound of different sizes.

# buys with care

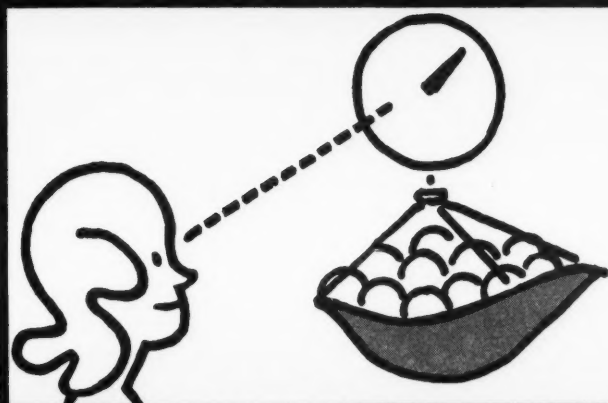
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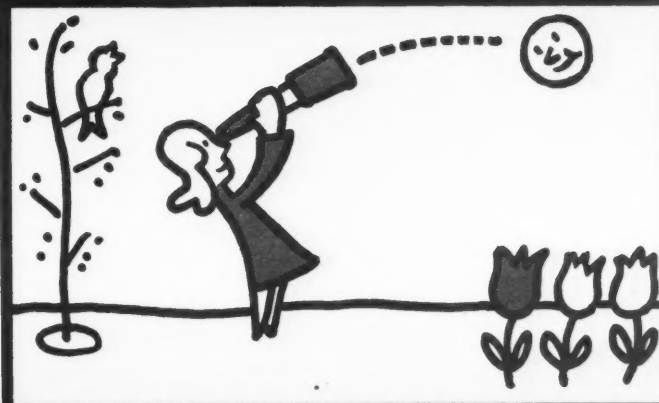
Buys by weight, not by a dime or a dollar's worth.



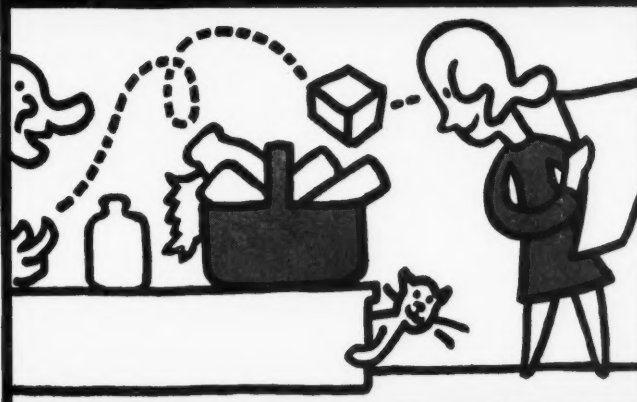
Buys by grade to get the quality she pays for.



Watches scales to make sure how much she gets.



Learns the seasons when different foods are cheapest.



Checks her purchases before she leaves the store.



Keeps up to date about the foods her family needs.



# Mrs Americople



## MILK

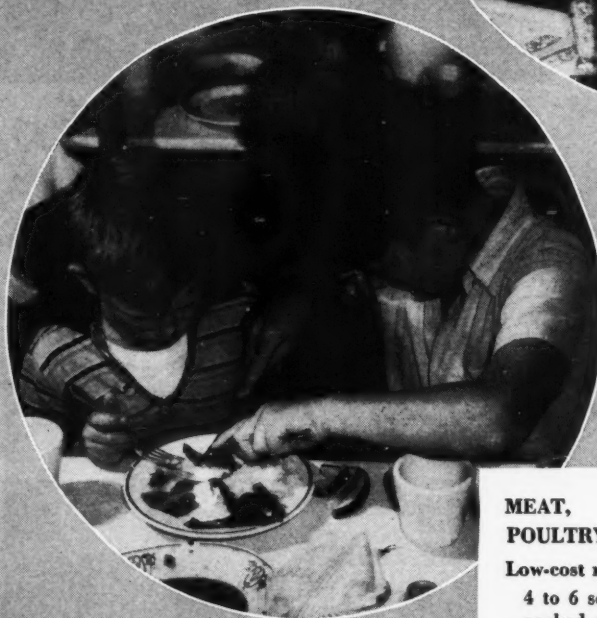
**Low-cost meal plan:**  
3 or 4 cups a day for each child; 2 or 3 cups a day for each adult.

**Liberal meal plan:**  
4 cups a day for each child; 3 or 4 cups a day for each adult.



## EGGS

Amounts suggested for both meal plans include all eggs used in any form—cooked separately or cooked with other foods. See pages 4 and 12 for quantities.



## MEAT, POULTRY, FISH

### Low-cost meal plan:

4 to 6 servings a week, often cooked with potatoes, beans, rice, bread crumbs, corn meal, other vegetables and cereals.

### Liberal meal plan:

Once a day; often twice.



## FATS, OILS

### For both meal plans:

Count all fats and oils used in cooking and at table. Check pages 4 and 12 for quantities.



## DRY BEANS, PEAS, NUTS

### Low-cost meal plan:

3 or 4 times a week.

### Liberal meal plan:

About once a week.

POTATOES,  
SWEET POTAT  
Low-cost meal  
usually twice  
Liberal meal p  
or 6 times a

TO CT T



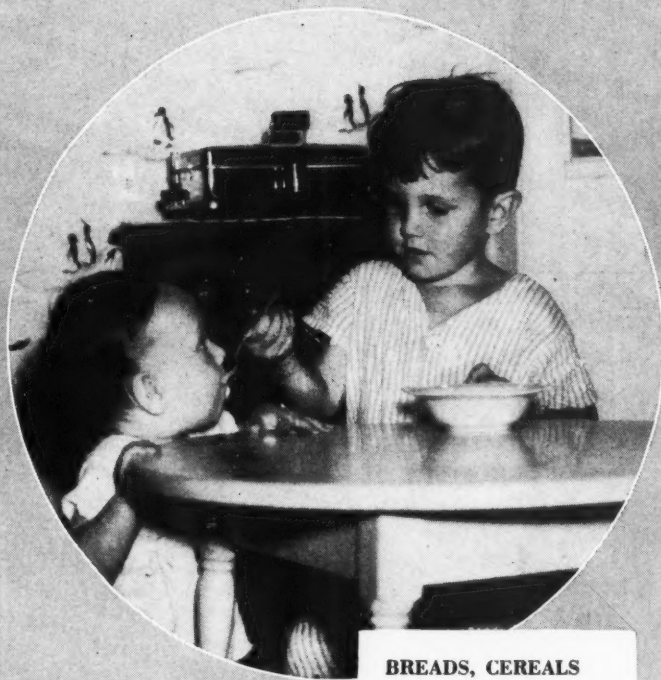
# Plans with care



## POTATOES, SWEET POTATOES

**Low-cost meal plan:**  
Usually twice a day.

**Liberal meal plan:**  
4 or 6 times a week.



## BREADS, CEREALS

### Low-cost meal plan:

Bread in some form, every meal; breakfast cereal, every day; rice, hominy, macaroni, and other cereal products, 3 or 4 times a week.

### Liberal meal plan:

As desired; a wide variety.



## SUGARS, SIRUPS

### For both meal plans:

Use in moderation. Don't let sweets spoil appetite for other foods. Count very sweet desserts, molasses, sirups, honey, jellies, jams, sugars, candies, as sweets. Check pages 4 and 12 for quantities.



## VEGETABLES

### Low-cost meal plan:

Once a day; sometimes twice; include leafy, green, and yellow varieties 5 or 6 times a week. Use some raw.

### Liberal meal plan:

2 or 3 servings a day; at least one should be leafy, green, or yellow.



## FRUIT

### Low-cost meal plan:

Once a day. As often as you can, serve Vitamin C-rich fruits.

### Liberal meal plan:

Every meal. At least once a day, serve Vitamin C-rich varieties.

OF THE MEALS THAT MEAN SOUND HEALTH

### MEMO ON EGGS

- ✓ Eggs are good at any meal; good by themselves, good as mixers
- ✓ Use better grades—when I can—for boiling, frying, poaching.
- ✓ For economy, use lower grades for sauces & baked dishes.
- ✓ Cook eggs slowly, at moderate heat. Fast cooking toughens whites.
- ✓ Never boil an egg. For cooking in the shell, soft or hard, the water should only simmer.
- ✓ Don't store eggs near strongly scented foods.

### MEMO ON MILK

- ✓ Drink some. Cook with some. Eat some. Get your milk in various forms.
- ✓ Fluid skim milk has all the food values of whole milk except those in the cream or butter.
- ✓ One quart of skim milk + ½ oz. of butter = one quart of whole milk.
- ✓ For fussy non-milk drinkers, try concealing the milk quota in soups, sauces, gravies, baked foods, puddings, ice cream.
- ✓ Vegetables & cereals can be cooked in milk instead of water.
- ✓ Unpasteurized milk should be boiled before drinking.
- ✓ A good home refrigerator will keep pasteurized milk fresh several days; we don't have to buy each day's supply each day.

### MEMO ON MEAT, FISH, POULTRY

- ✓ Lean parts of cheaper cuts & grades are as nutritious as the more expensive.
- ✓ Roast or broil tender meat; pot roast, stew, smother, or grind less tender meat.
- ✓ Stretch meat flavor by combining with low-flavored foods.
- ✓ Cook all meat, poultry, fish, slowly, at moderate temperature.
- ✓ Use trimmings & bones to flavor soups & leftover vegetables.
- ✓ Liver, kidneys & heart are higher in food values than some other meat cuts.
- ✓ Keep meat, poultry, and fish—raw or cooked—in refrigerator.

# Mrs America

THESE DINNERS CAN BE MADE FROM THE LOW-COST MARKETING LIST

#### CONSUMERS' GUIDE

Beef and vegetable stew  
Dumplings  
Potatoes in jackets  
Whole-wheat or enriched bread  
Stewed dried fruit  
Cookies  
Milk for children

Fried salt pork  
Milk gravy  
Mashed potatoes  
Panned kale  
Cornbread Sirup  
Milk for children

Bean stew with frankfurters  
Shredded cabbage salad  
Whole-wheat or enriched bread  
Creamy rice pudding with raisins  
Milk for children

Liver and cereal loaf with gravy  
Scalloped potatoes  
Carrot sticks  
Rye or enriched bread  
Gingerbread with apple sauce  
Milk for children

### MEMO ON FATS & SWEETS

- ✓ Fats & sugars are cheap energy foods, add zest to eating but don't overdo them.
- ✓ Fat-soaked foods are slow to digest.
- ✓ When frying foods, never let fats smoke.
- ✓ Save drippings & bacon fat for cooking & flavoring other foods.
- ✓ Store fats & oils in tightly covered containers in dry, cool, dark place.
- ✓ Use all the fat trimmings from meats.
- ✓ Refined sugars & sirups are good for energy only.
- ✓ Molasses, sorghum, cane & other unrefined sirups have other food values, too.

### MEMO ON VEGETABLES & FRUITS

- ✓ Put leafy vegetables, green & yellow-colored vegetables at top of marketing list.
- ✓ Don't forget Vitamin-C rich fruits & vegetables, such as oranges, grapefruit, tomatoes, raw cabbage, fresh raw turnips.
- ✓ Eat fruit raw as often as possible; some vegetables are best raw.
- ✓ Wash all fruits & vegetables well before serving raw or cooking.
- ✓ Cook vegetables in as little water as possible, as quickly as possible—NO SODA!
- ✓ Cook root vegetables in their skins.
- ✓ Standard grades of canned fruits & vegetables are as nourishing as fancy grades.

### MEMO ON CEREALS & BREAD

- ✓ Whole grain breads & cereals have more food values than the highly refined kinds.
- ✓ "Enriched" breads & flours have more food values than ordinary white breads & flours.
- ✓ Home-cooked cereals cost less than the ready-to-eat kind; some of them are higher in food values.

## prepares with care

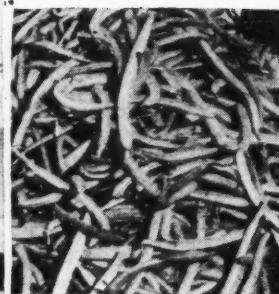
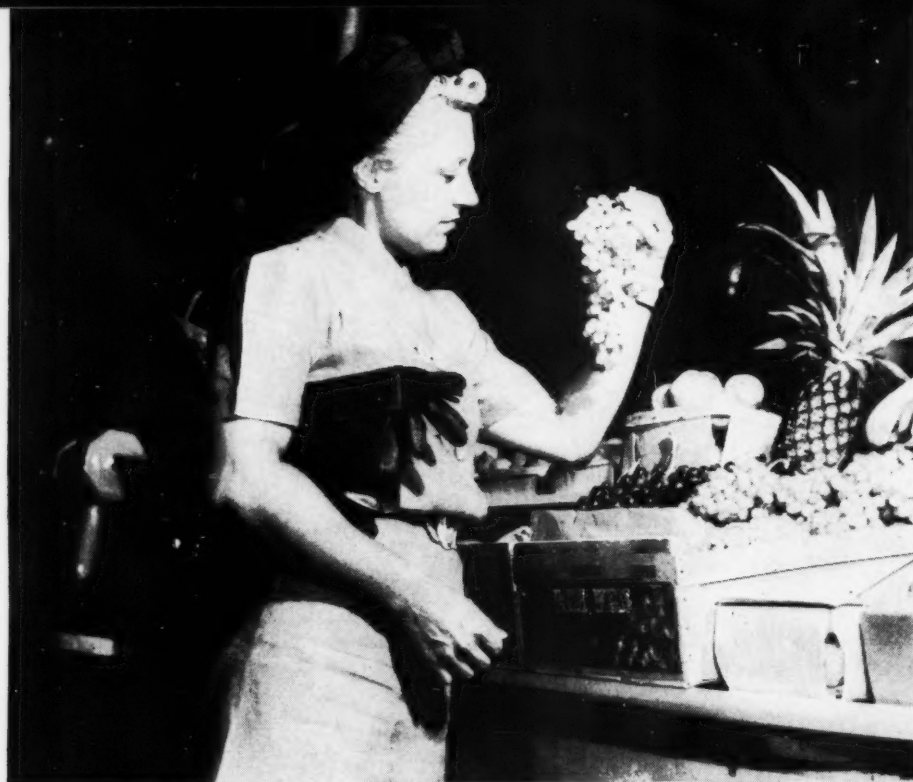
### THESE DINNERS CAN BE MADE FROM THE LIBERAL MARKETING LIST

Fresh fruit cup  
 Rolled rib roast of beef  
 Spiced peaches  
 Browned potatoes  
 Broccoli Hollandaise sauce  
 Tomato and lettuce salad  
 Light rolls  
 Ice cream Cookies  
 Milk for children Coffee

Pork chops Apple sauce  
 Mashed potatoes  
 Buttered spinach or turnip greens  
 Whole wheat rolls  
 Assorted cheese plate  
 Crisp crackers  
 Fruit basket  
 Milk for children Coffee

Fried chicken Milk gravy  
 Rice  
 Green string beans  
 Grapefruit and avocado salad  
 Hot biscuits Crab apple jelly  
 Cherry pie  
 Milk for children Coffee





## Here's health & fun for Mrs America

This liberal food marketing list, prepared by the U. S. Bureau of Home Economics, meets the new official yardstick of sound nutrition. It allows for extra fun and flavor, too. (At the bottom of page 4 are directions for using this list for your family.)



### FAMILY MEMBERS

#### Children:<sup>8</sup>

9-12 months.....  
1-3 years.....  
4-6 years.....  
7-9 years.....  
10-12 years.....

#### Girls:

13-15 years.....  
16-20 years.....

#### Women:

Moderately active.....  
Very active.....  
Sedentary.....  
Pregnant.....  
Nursing.....

#### Boys:

13-15 years.....  
16-20 years.....

#### Men:

Moderately active.....  
Very active.....  
Sedentary.....

TOTAL.....



## A LIBERAL MARKETING LIST

### KINDS AND AMOUNTS OF FOOD FOR A WEEK

Milk <sup>1</sup>	Potatoes, sweet potatoes	Dried beans, peas, and nuts	Vitamin C- rich foods <sup>2</sup>	Leafy, green, yellow vegetables <sup>3</sup>	Other vegetables and fruit <sup>4</sup>	Eggs	Lean meat, poultry, fish	Flour, cereals <sup>5</sup>	Fats <sup>6</sup>	Sugars <sup>7</sup>
Qt.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	No.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.	Lb.—Oz.
6	0 — 12	—	1 — 8	1 — 8	0 — 12	5	—	<sup>8</sup> 0 — 10	0 — 1	0 — 1
7	0 — 14	—	2 — 0	1 — 8	2 — 0	6	0 — 6	1 — 0	0 — 2	0 — 2
7	1 — 4	—	2 — 8	2 — 8	4 — 8	7	0 — 12	1 — 4	0 — 6	0 — 6
7	1 — 6	—	3 — 0	3 — 8	6 — 0	8	1 — 12	1 — 8	0 — 10	0 — 10
7	1 — 12	0 — 1	3 — 0	3 — 8	6 — 4	8	2 — 8	2 — 2	1 — 0	1 — 0
7	2 — 0	0 — 2	4 — 0	3 — 8	6 — 4	9	3 — 0	2 — 8	1 — 2	1 — 2
7	2 — 0	0 — 1	4 — 0	3 — 8	7 — 0	9	3 — 8	1 — 6	0 — 14	0 — 14
6	1 — 12	0 — 1	5 — 0	3 — 8	6 — 0	9	3 — 0	1 — 12	1 — 2	1 — 2
6	1 — 12	0 — 2	5 — 0	3 — 8	6 — 0	9	4 — 0	2 — 6	1 — 8	1 — 8
6	1 — 6	0 — 1	5 — 0	3 — 8	4 — 8	9	2 — 8	1 — 6	0 — 14	0 — 14
7	1 — 6	0 — 2	6 — 0	4 — 0	6 — 0	9	2 — 8	1 — 8	1 — 2	1 — 2
10 1/2	2 — 0	0 — 2	7 — 0	4 — 0	7 — 0	9	3 — 0	1 — 12	1 — 2	1 — 2
7	2 — 4	0 — 4	4 — 8	4 — 0	8 — 0	9	3 — 12	2 — 14	1 — 6	1 — 6
7	3 — 0	0 — 4	5 — 0	4 — 0	9 — 0	9	4 — 12	3 — 4	1 — 14	1 — 14
6	1 — 12	0 — 2	5 — 0	3 — 8	6 — 0	10	4 — 0	2 — 6	1 — 8	1 — 8
6	4 — 0	0 — 5	5 — 0	4 — 0	9 — 0	14	4 — 12	4 — 8	2 — 4	2 — 4
6	1 — 12	0 — 1	5 — 0	3 — 8	6 — 0	9	3 — 0	1 — 12	1 — 2	1 — 2

<sup>1</sup> Or its equivalent in cheese, evaporated milk, or dried milk. Five ounces of American (Cheddar) cheese, or one quart skim milk and 1 1/2 ounces of butter, or 4 1/2 ounces of dried whole milk, or 3 1/2 ounces of dried skim milk and 1 1/2 ounces of butter, or 17 ounces of evaporated milk are about equivalent to one quart of fluid whole milk.

<sup>2</sup> Such as tomatoes, oranges, grapefruit, strawberries, raw cabbage.

<sup>3</sup> Such as cabbage, snap beans, carrots, kale.

<sup>4</sup> Such as apples, peaches, pears, onions, corn, celery.

<sup>5</sup> Count 1 1/2 pounds of bread as one pound of flour. Use chiefly whole-grain or enriched products.

<sup>6</sup> May include butter, fatty bacon, fat back, cooking or table oils.

<sup>7</sup> Include white, brown, or maple sugars, sirups, molasses, jellies, preserves, candies.

<sup>8</sup> Rapidly growing children should have fish liver oils every day.

<sup>9</sup> To meet iron allowance from 30 to 50 percent of the cereal should be whole grain.

**14** PEOPLE who live on the land can make the land produce the health-plus foods their bodies and their spirits need.

That's where health for Mrs. Rural America's family starts . . . in the garden, in the orchard, in the fields. That's where Mrs. Rural America starts to work . . . growing vegetables, gathering fruit, raising cows for milk, animals for meat, chickens for meat and eggs.

With year-round plans, she works the land and makes it yield foods that can be eaten fresh, and foods that can be stored against the seasons when the land will yield no fresh foods.

The weekly marketing lists on pages 4 and 12, multiplied by 52, will give the amounts of food suggested for year-round wholesome meals.

Plan with some leeway for guests, and grow some extra for insurance against the unpredictable.



**Mrs Rural America  
grows her own**



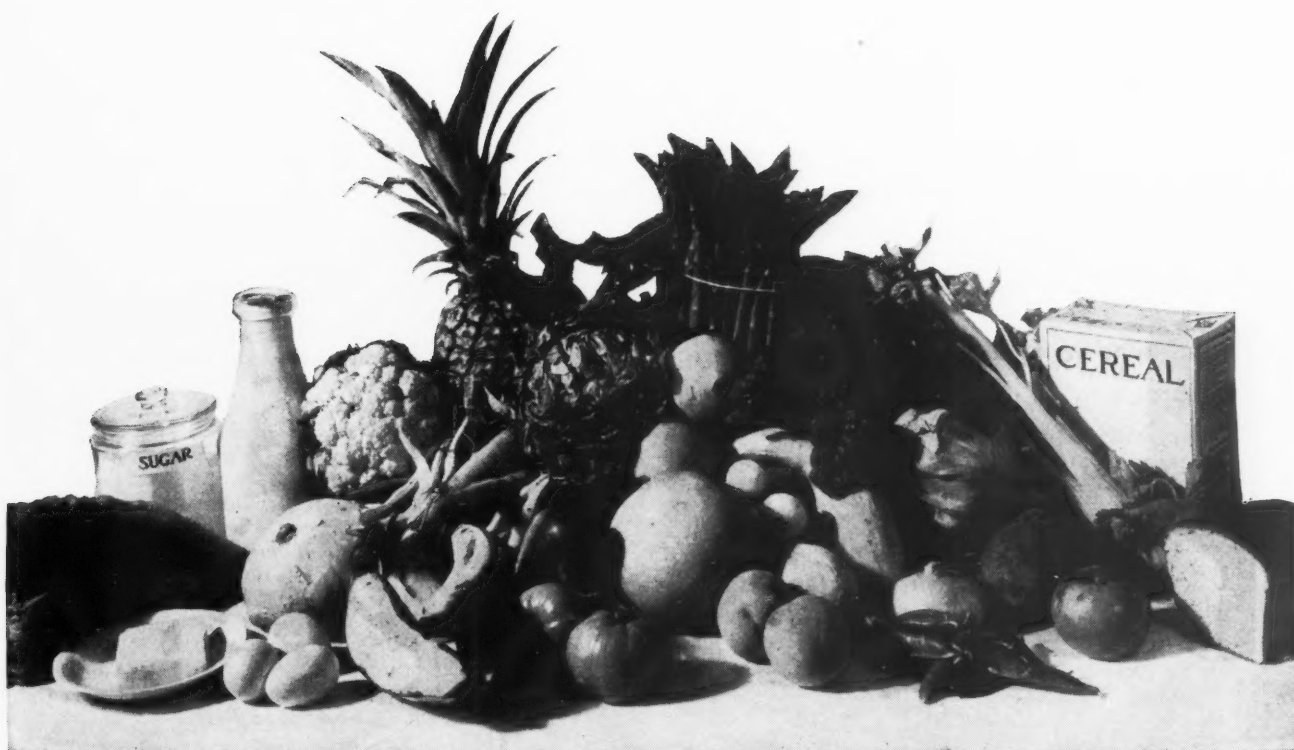
# There's victory in victuals<sup>15</sup>

FOOD wins wars. Food makes peace. There's victory for nations where food is plentiful and meals are good.

That's why American farmers are pledging themselves to work for more food. They have set new goals that should yield more food than America has ever before produced, goals pointing toward the kind of meals nutrition experts say will build a healthy people. Farmers are taking their first steps toward these goals now, in 1941.

Mrs. America, too, knows there is victory in victuals. That's why she is volunteering to do her part to work for better meals. On the land, and in the kitchen, she is at work, planning meals that will build abundant strength, conserving food values that will make spirits sturdy and bodies radiant with health, preparing foods that will be fun and good to eat.

Mrs. America has enrolled. Do you want to join in making our Nation strong? You can begin today, in your own kitchen, on your land. That's where one frontier of sound health lies, within the reach of your own hand. That's where you, too, can start to work for victory.



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DETROIT

THE FACTS IN THIS BOOK are intended to help you work for a healthy America. They come from the Bureau of Home Economics, United States Department of Agriculture. The weekly marketing lists presented here—only 2 of many that are being planned by the Bureau—conform to the “yardstick of good nutrition,” prepared in 1941 by the Committee on Food and Nutrition, National Research Council, and recommended to the President of the United States as a goal for the Nation.

# CONSUMERS' GUIDE

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DONALD E. MONTGOMERY,  
*Consumers' Counsel.*

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*Illustrations in this issue: Cover, Farm Security Administration; pp. 2 and 3, FSA, 1, 2, 4, 6, Forest Service, 3, Civilian Conservation Corps, 5; pp. 4 and 5, Bureau of Home Economics; pp. 6 and 7, Consumers' Guide; pp. 8 and 9 (left to right), top row, AAA, CG, R. L. Webster, FSA; center row, Extension Service, CG, FSA, BHE; bottom row, CG, National Youth Administration; pp. 12 and 13, CG; p. 14, FSA; p. 15, BHE.*

